

# WELCOME TO SOUTHBRIDGE



# The Village Concept





# Older Mixed Use in Southbridge

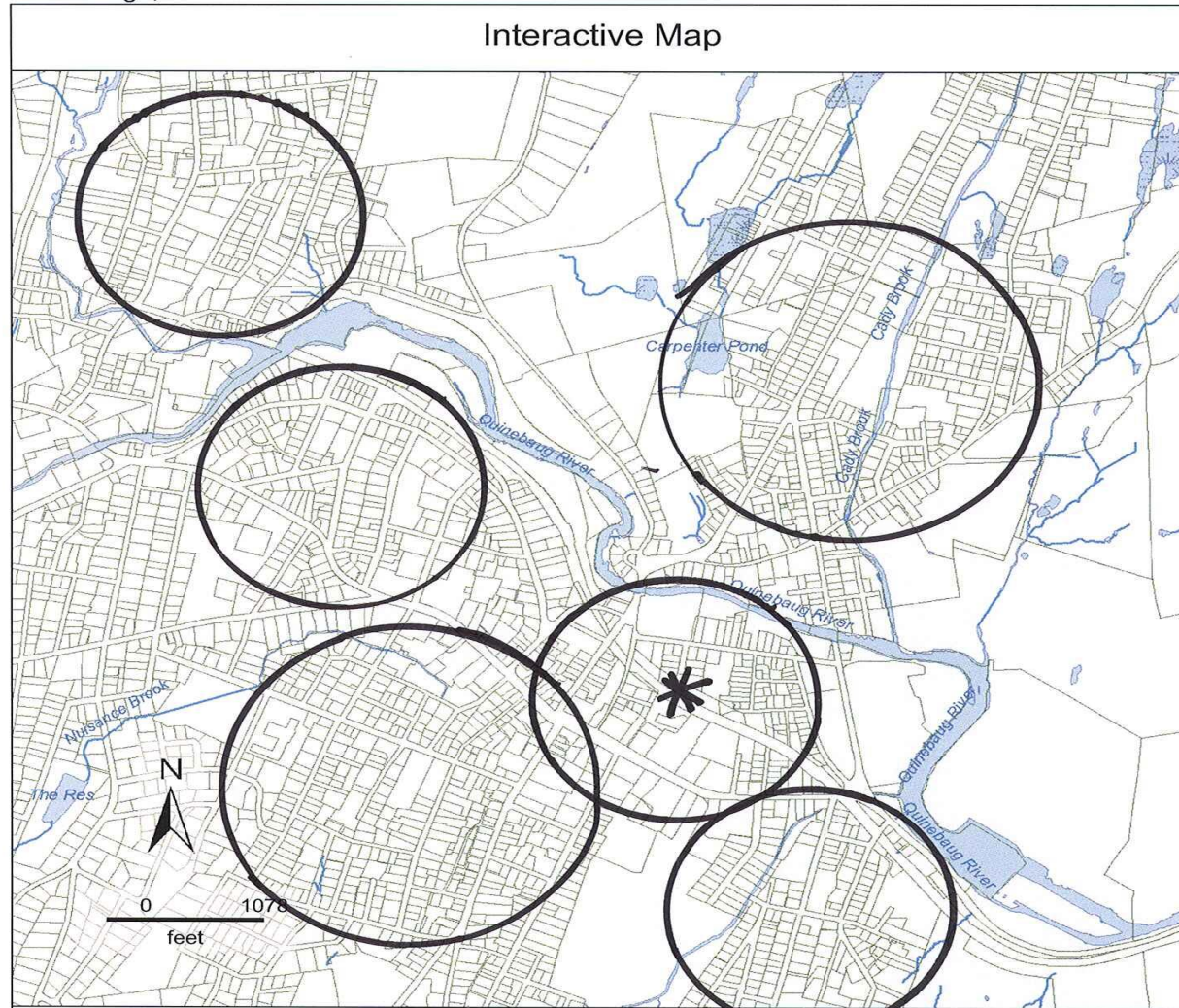




# Downtown and Surrounding, Walkable Neighborhoods

Southbridge, MA

5/5/2010



# Central Street Mixed Use



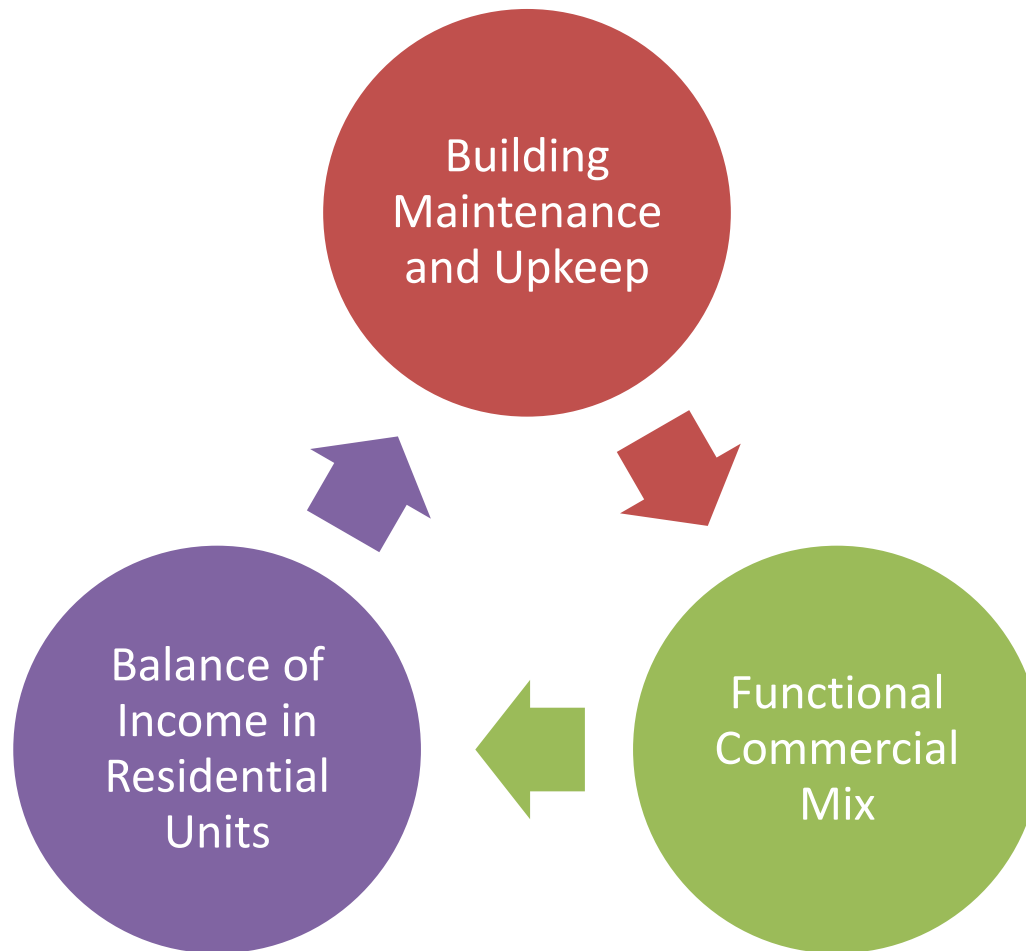




# Vacant Upper Story Residential Use



# For Successful Mixed Use We Need:





# Older But Still Functional Mixed Use



# Redevelopment Stars





# The Flatiron Building

## Before

## After



# The Flatiron Building

- \* Building had degenerated/Cheap to buy
- \* Fine original construction and architectural elements
- \* Structurally sound
- \* Talented and creative developer saw possibilities
- \* Could use sweat equity and his own construction co.
- \* Local financing
- \* In rental business and knew he had a market
- \* Wanted to attract “good” tenants
- \* Was not greedy
- \* Zoning provisions were in place, but Town had to be flexible about parking



# The Flatiron Building – Lessons Learned

- \* One good project can lead to another
- \* Support advantageous developers
- \* Work with advantageous developers
- \* Lease requirements – Stay open in evenings!
- \* Good things happen when developers respect historical value
- \* Small business owners have a lot to learn
- \* We must accept that small business owners have more vision than natural business sense

# Last Look at the Flatiron





# 12 Crane Street



# 12 Crane Street



# 12 Crane Facts

- \* Same developer and district
- \* Developer knew the RR was to be converted to a rail trail
- \* It was inexpensive
- \* It was structurally sound
- \* It was not historical, but it was a blank canvas for the developer's creative mind
- \* Housing units are unique and appealing
- \* It is artsy- the arts have no economic boundaries
- \* It sparked investment in the district
- \* It sparked the next project
- \* It created a destination place



# 12 Crane Financials

- The Town provide a deferred payment loan through the Housing Development Support Program for affordable housing
- Four units – three are affordable and handicapped accessible
- Conventional financing with local bank
- Sweat equity
- Partnerships with other financial backers

# Inside 12 Crane Street



# 12 Crane Lessons Learned

- \* Nobody is perfect. Support advantageous developers!
- \* Developers may not be good business owners
- \* Creativity is a wonderful thing
- \* If you want good tenants, create desirable units.
- \* So you find yourself in the middle – is that such a bad thing?
- \* Pursuit of good project = another good project
- \* DHCD supports mixed use



# Memorial Hall



# Memorial Hall Facts

- \* The building had degenerated to the point that purchase cost was low
- \* Valuable historical, downtown building and the developer respects historical value
- \* Structurally sound
- \* Always mixed use, but never for residential
- \* Will be LEED certified
- \* Development works well with the Town
- \* Careful planning
- \* Meticulous regard for details of all work and purchases to keep prices down and value of work high
- \* Did not pursue historical tax credits
- \* Downtown zoning appropriate with special permit
- \* Creative, attracting, appealing housing

# Memorial Hall Financials

- \* Conventional Financing with local bank
- \* Deferred payment loan through Housing Development Support Program
- \* CDBG Façade improvement program



# Memorial Hall – Lessons Learned

- \* Confirmed everything we learned from the other projects
- \* Redevelopment of an historical resource is not financial feasible without public funds
- \* Obtain a suitable financial consultant first
- \* A fantastic project does not get 100% public support
- \* You find yourself in the middle – is that such a bad thing?

As we leave you today...